

**ZONING BOARD OF APPEALS**

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ZBA 2011-77

Petition of Viewpoint Sign & Awning  
94 Central Street

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Record Owner of Property: Linear Retail Properties, LLC

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2011, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of VIEWPOINT SIGN & AWNING requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 14 inch by 96 3/8 inch awning sign with 14 inch letters on the front of the building and a 7 inch by 45 inch awning sign on the rear of the building that will exceed the maximum area of the valence allowed, at 94 CENTRAL STREET, in the Wellesley Square Commercial District.

On November 14, 2011 the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Bart Steele, Viewpoint Sign & Awning (the "Petitioner"). Also present was Bryan Furze, Linear Retail Properties, LLC, property owner.

Mr. Steele said that the plan is to fix the existing awning, which is pre-existing nonconforming. He said that the fabric is in disrepair but the awning is otherwise structurally sound. He said that the plan is to replace the black sunbrella fabric that has mold and bird droppings with a new black sunbrella fabric.

Mr. Steele said that the "L" on the existing sign is 38 inches high. He said that the sign is 64 inches wide for a total of 17 square feet. He said that the business owner said that she wanted to keep the same size for the sign. Mr. Steele said that he told her that the sign would have to be made more conforming.

Mr. Steele said that an eight inch letter on that size awning would be too small. He said that it is a small business and they are trying to renovate the store. He said that it made sense economically to reuse the existing awning structure. He said that he suggested to the business owner that 18 inch letters be used.

Mr. Steele said that on the rear of the building there are two small nonconforming awnings with valences. He said that the copy area on the proposed valence will exceed the by right allowances. He said that the plan is to re-cover a couple of existing awnings and re-fabricate a couple of new awnings to overlap with a new business to occupy the space next door. He said that the awnings will help to cover up unsightly windows. He said that the plan is to improve the look of the back of the building. He said that the plan is to replace outdated awnings and replace them with more conforming ones.

Mr. Steele said that they worked with the Design Review Board (DRB) and the Planning Board extensively in the hopes of bringing a petition before the Zoning Board that it could approve.

Mr. Furze said that this is a small business. He said that the business has been located there for over five years and has committed to another five years in that space. He said that the business owner also has another store on Central Street.

Mr. Furze said that the awning has become the Gretta Luxe trademark. He said that Linear has been encouraged by the town to do anything that will encourage parking at the rear of the building. He said that they are really trying to make an effort to identify the second entrances to the businesses there.

The Board said that the continuity of the aesthetic makes sense. The Board said that the new logo is a better design.

There was no one present at the Public Hearing who wished to speak to the petition.

#### Statement of Facts

The Petitioner is requesting a Special Permit for installation of a 14 inch by 96 3/8 inch awning sign with 14 inch letters on the front of the building and a 7 inch by 45 inch awning sign on the rear of the building that will exceed the maximum area of the valence allowed, at 94 CENTRAL STREET, in the Wellesley Square Commercial District.

Letter of endorsement dated 11/8/11, signed by Bryan W. Furze, Linear Retail Properties, LLC, Existing and Proposed Front Sign Drawing, dated 10/5/11, Existing and Proposed Back Awning Drawing, dated 10/5/11, revised 10/10/11, 10/26/11 & 10/28/11, 11/02/11 & 11/07/11 prepared by Viewpoint Sign & Awning, and photographs were submitted.

On November 9, 2011, the Design Review Board voted to recommend approval of the Special Permit for the proposed signs.

On November 28, 2011, the Planning Board reviewed the petition and recommended that the Special Permit be granted with a condition.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs will be a 14 inch by 96 3/8 inch awning sign with 14 inch letters on the front of the building and a 7 inch by 45 inch awning sign on the rear of the building that will exceed the maximum area of the valence allowed.

It is the opinion of this Authority that installation of a 14 inch by 96 3/8 inch awning sign with 14 inch letters on the front of the building and a 7 inch by 45 inch awning sign on the rear of the building that will exceed the maximum area of the valence allowed, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be in reasonable relation to

development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will serve to define or enhance architectural elements of the building and will not unreasonably interrupt, obscure or hide them; sign design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or adjacent structures; sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, neighborhood context and use; and sign size, location design and illumination are not judged to present a safety hazard to vehicular or pedestrian traffic.

Therefore, a Special Permit is granted for installation of a 14 inch by 96 3/8 inch awning sign with 14 inch letters on the front of the building and a 7 inch by 45 inch awning sign on the rear of the building.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

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J. Randolph Becker, Acting Chairman

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Robert W. Levy

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David G. Sheffield

cc: Planning Board  
Inspector of Buildings  
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